



News Release

For immediate release

Government of Canada Invests in an Innovative Future for British Columbia's Horticulture Sector

Vancouver, British Columbia, July 23, 2010 – The Government of Canada is investing in the long-term viability and profitability of British Columbia's ornamental nursery industry. Member of Parliament Andrew Saxton (North Vancouver), on behalf of Agriculture Minister Gerry Ritz, announce the investment of \$273,000 for the BC Landscape and Nursery Association (BCLNA) to lead two projects that will help the sector capitalize on opportunities and stay competitive and profitable into the future.

“Through their hard work and high quality products our growers, retailers and landscapers are building a healthy environment and a healthy economy,” said MP Saxton. “The Government of Canada is proud to invest in new ways to grow flowers and shrubs while reduce energy costs because this will help growers keep more dollars in their pockets and continue to provide customers with their high quality products.”

The investment will go towards two projects:

- \$165,391 will help nursery growers implement requirements of the 'Clean Plants' Domestic Phytosanitary Certification program to help prevent the spread of plant disease;
- \$108,172 will help evaluate “green roof” methods and technologies that support vegetation growth on rooftops and improve air and water quality, and reduce energy costs. Research collaboration between the BC Institute of Technology and Kwantlen Polytechnic University will also help the sector gain access to this quickly expanding market.

“Our industry is proactive in adapting to new technologies and anticipating the effect a changing global marketplace will have on the ornamental horticulture industry,” said Ruth Olde, President of the BCLNA. “The excellent support we receive from the Government of Canada through the CAAP program as well as the Investment Agriculture Foundation enables us to grasp new ideas and set them in motion quickly. Funding from IAF for strategic plan development has provided further encouragement and direction for future challenges ahead.”

“These investments will help our nurseries adapt to emerging issues and seize on new market opportunities,” says Stuart Wilson chair of the B.C. Investment Agriculture Foundation (IAF).



Funding for these projects is being provided by the Government of Canada's \$163-million Canadian Agricultural Adaptation Program that aims to help the Canadian agricultural sector adapt and remain competitive. Eligible CAAP projects could be in areas of traceability, environment, climate change, capacity development, pests and diseases, and more.

Canada's Economic Action Plan, coupled with other Government of Canada programs and initiatives such as CAAP, continues to help farmers as it focuses on creating jobs and strengthening the economy. Investments in viable market opportunities will help build an even stronger agriculture industry and Canadian economy.

For more information on CAAP, please visit www.agr.gc.ca/caap. To learn more about the IAF, please visit www.iafbc.com.

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